

RATES AND DATES 2009 recruitment advertising

advance

for Medical Laboratory Professionals®

www.advanceweb.com

BIWEEKLY DEADLINES

MEDICAL LABORATORY PROFESSIONALS

Deadline is Wednesday at 5 pm ET
(contact your sales representative for deadline dates)

RECRUITMENT ADVERTISING RATES

Size Options

\$329 per column inch at 14 lines per inch

1"-----	\$329
1 1/2"-----	\$493.50
2"-----	\$658
3"-----	\$987
4"-----	\$1,316
6"-----	\$1,974
8"-----	\$2,632
2 x 3"-----	\$1,974
2 x 4 1/2"-----	\$2,961
2 x 6"-----	\$3,948

WE OFFER SIZES TO FIT ANY BUDGET!

ASK US ABOUT OUR FREQUENCY DISCOUNT PLANS!

1-COLUMN WIDTH-----	2 3/16"
2-COLUMN WIDTH-----	4 1/2"
3-COLUMN WIDTH-----	7"

FOR MORE DETAILS, CONTACT YOUR REPRESENTATIVE AT:

800-355-5627
610-278-1400
FAX: 610-278-1420

ADVANCE for Medical Laboratory Professionals
2900 Horizon Drive
King of Prussia, PA 19406
www.advanceweb.com

ADVANCE offers publications, Web sites, job fairs, custom promotions, hospital shows and a healthcare shop to help you recruit among 1.8 million healthcare professionals in:

- Nursing (RNs and LPNs)
- Imaging and Radiation Therapy
- Rehabilitation
- Physical Therapy
- Occupational Therapy
- Audiology
- Speech-Language Pathology
- Respiratory Care
- Laboratory
- Health Information
- Information Systems
- Long-Term Care
- Nurse Practitioners
- Physician Assistants
- Aesthetics & Age Management

Biweekly, *ADVANCE for Medical Laboratory Professionals* serves medical laboratory professionals, managers and senior students across the country.

Materials

Custom artwork by our award-winning art department is available to healthcare facilities free of charge. Complimentary creative services are provided for advertisements appearing in *ADVANCE Newsmagazines* only. Clients requesting reuse of this material for other purposes will incur a nominal production fee.* Matchprints are not provided. Exact color match cannot be guaranteed.

Ad agencies must supply electronic materials in PDF format to adplacer@advanceweb.com. Production fees could be charged to advertising agencies. All ads must be bordered on all sides. Ads must be a minimum of 1 1/2" in height for a logo to be included in the ad.

Additional details for electronic ad submission can be found on our Web site under material requirements—www.advanceweb.com.

Color

Each Color-----	\$300 extra
Matched Color-----	\$400 extra
4-Color-----	\$800 extra



Cancellations

Cancellations can only be accepted if made no later than 48 hours after placing the ad; however, cancellations cannot be accepted on deadline day.

Minor alterations can be made free of charge except on deadline day.

Terms:

Net cash 30 days, 2% 15. A 15% commission of gross billings is allowed to recognized agencies providing written documentation and supplying press-ready materials. Other restrictions may apply. No commissions given to agencies for ads sent camera-ready or Pub Set. Credit for errors given when error is fault of *ADVANCE* and results in applicant not being able to contact advertiser. No credit given to advertising agencies placing with *ADVANCE Newsmagazines* for the first time.

*Ad agencies not eligible.
All rates are subject to change.
Publisher reserves the right to select the print section/location and rate card based on ad content.
LabProf_2009Rates_REC • 8.25.08



TO:

FROM:

FAX:

advance
www.advanceweb.com

PHONE: 610-278-1400, (800) 355-5627

RECRUITMENT FAX: 610-278-1420 CALENDAR FAX: 610-278-1422

2900 Horizon Drive, King of Prussia, PA 19406